

Sunday, Aug. 28th

8:30 to 9:00	Arrival Meeting
9:00 to 12:00	City Tour
12:00 to 14:00	Sky View Lunch
14:00 to 18:00	Spa Tour

* *This schedule is subject to changes.*

** *If you are interested in the spa tour, please contact us by email:*

elaine.vieira@abcspas.com.br or telephone: **+55 11 2307-5595.**

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Monday, Aug. 29th

9:00 to 10:00	Official Opening	Alexandre Padilha – Minister of Health
10:00 to 10:30	The Convergence of Medical and Wellness Tourism in Brazil	Laszlo Puczko
10:30 to 11:00	Coffee Break	
11:00 às 11:30	Introduction to the Brazilian Spa Congress	Gustavo Albanesi
11:30 to 12:30	Financial and Profitability Analysis for the Spa Market	Peter Anderson – Anderson & Associates
11:30 to 12:30	PANEL: Courses and Education for the Brazilian Spa Industry	To be confirmed
12:30 to 14:00	Group Lunch	
14:00 to 15:00	Networking	
15:00 to 16:00	PANEL: Spas and Cosmetics Products: How to Combine and Profit	Daniela Steiner (Steiner Cosmetics), Ala Szerman and Samia Maluf (BySamia). Mediator: Leila Sabará
15:00 to 16:00	PANEL: Legal and Regulatory Procedures for Your Spa: Labor, Fiscal and Sanitary Aspects	Rui Dammenhain – Inbravisa and Emerson Eugenio de Lima – Legal Director ABC Spas
16:00 to 16:30	Coffee Break	
16:30 to 17:30	Innovations in Architecture and Design for Spas	Alan Georgeson – Georgeson Group
16:30 to 17:30	Transforming Your Spa Into a Club	Tania Ginja – Spa Collection
17:30 to 18:30	PANEL: Medical Spa: Trends and Visions	Spas Kurotel, Lapinha and Spa Sorocaba
17:30 to 18:30	Four Cornerstones of Spa Success in the World Cup and Olympic Games	Lisa Starr – Spa Trade
18:30 to 19:30	Cocktail	

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Tuesday, Aug. 30th

9:00 to 10:30	Importing Products and Equipments to Brazil: Legal and Regulatory Aspects	National Vigilance Sanitary Agency (ANVISA)
10:30 to 11:00	Coffee Break	
11:00 to 11:30	Integrating the Global Spa Market	Marion Schneider – BISA
11:30 to 12:30	Insuring Quality Standards for a Hotel and Resort Spa	Anne Biging – Healing Hotels of the World
11:30 to 12:30	PANEL: Marketing Strategies in Group Actions:: Spa Week and Group Purchases	Antônio Novaes (Marketing Director ABC Spas), GROUPON and Rui Miadaira (Olímpia Spa)
12:30 to 14:00	Group Lunch	
14:00 to 15:00	Networking	
15:00 to 16:00	Menu of Services: Quality x Quantity	Ingo Schweder - Spatality
15:00 to 16:00	PANEL: The Hotel Market Pushing the Development of the Spas Hotel and Resort	To be confirmed
16:00 to 16:30	Coffee Break	
16:30 to 17:10	Investments in Brazil	To be confirmed
17:10 a 17:40	Investments in the Brazilian Health Sector	To be confirmed
17:40 to 18:10	Investments in the Brazilian Spa Market	To be confirmed
18:40	Closing Cocktail	

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